

5. A reactive dye compound according to Claim 1 wherein the nitrogen-containing heterocycle is selected from triazine, pyrimidine or quinoxaline.

6. A reactive dye compound according to Claim 1 wherein the nitrogen-containing heterocycle is selected from triazine and pyrimidine.

7. A reactive dye compound according to Claim 1 wherein the linking group is selected from NR, N(C=O)R, N(SO₂)R where R is selected from H or C1-C4 alkyl which can be substituted by halo, hydroxy, cyano, C1-C4 alkoxy, C2-C5 alkoxy carbonyl, carboxyl, sulfamoyl, sulfo and sulfato.

10. A reactive dye compound according to Claim 1 wherein the nitrogen-containing heterocycle is additionally substituted with one or more X substituents, wherein X is independently selected from Y and halogen.

12. Use of a compound according to Claim 1 for dyeing cellulosic substrates.

13. Use of a compound according to Claim 1 for dyeing wool.

14. Use of a compound according to Claim 1 for dyeing polyamide substrates.

15. Use of a compound according to Claim 1 for dyeing silk.

16. Use of a compound according to Claim 1 for dyeing keratin.

17. Use of a compound according to Claim 1 for dyeing leather.

18. Process for the preparation of a compound according to Claim 1 comprising the steps of reacting a first starting material with a second starting material, the first starting material comprising at least one chromophore and at least one nitrogen-containing heterocycle which is attached to the chromophore group via a linking group L, the second starting material being a compound containing a Y group which is a phosphonate or borate group as defined hereinabove.

20. Process according to Claim 18 wherein the process is carried out at a pH of from about 2 to about 8.

21. Process according to Claim 18 wherein the second starting material is added to the first starting material slowly.

22. Product obtainable by the process according to Claim 18.

23. A dye composition comprising the compound of Claim 1 or the product of Claim 18.

27. A dye composition according to Claim 23 wherein the pH is from about 2 to about 3.

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